



# 3 Magic Steps to Unleash Your Superpowers



Attract More Clients, Skyrocket Your Bottom Line, Grow Your Business!

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## STEP 1

**Ask 3 current clients that you love working with, and want more just like them to describe what you did for them.**

Send 3 of your favorite clients an email or call them (even better) and create a compelling conversation with them. (See email swipe file on the 2nd page).

## STEP 2

**Ask 3 people that you don't know to describe what you do.**

Hand 3 different people you meet for the first time your business card, brochure, or something you use to promote your business and ask them describe what they think you do. If you are uncomfortable asking people you are meeting for the first time to share their feedback, never fear, I am here to support you. Upload an image of your business card or marketing collateral here. I am here to me and I will personally provide you with the feedback you are looking for.

## STEP 3

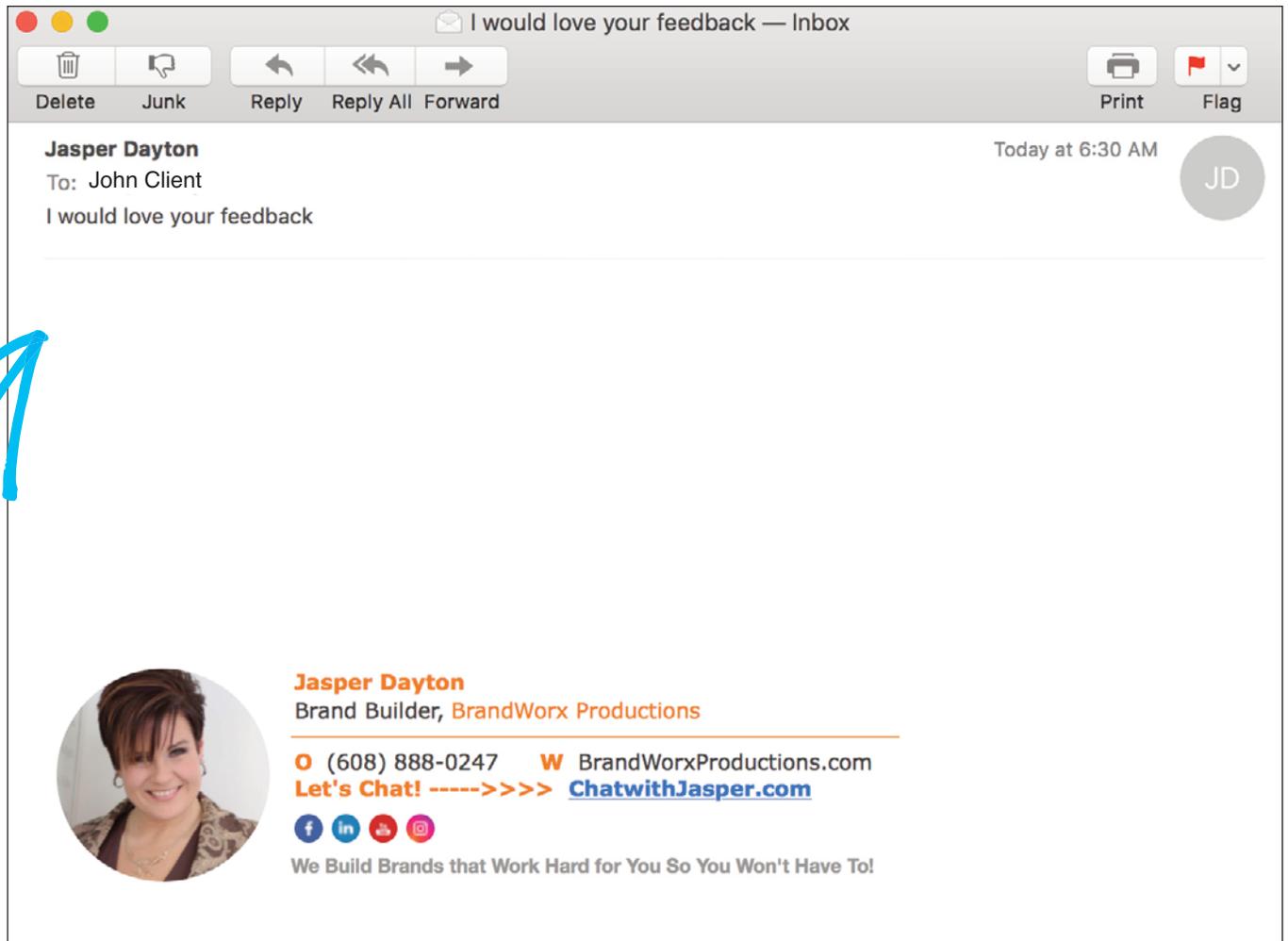
**Decribe your business in 10 words or less.**

If you can not do this step contact me and I will help you craft your tag line with the information you received from step 1 and 2.



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## Example of an email to send to 3 of your favorite clients -



**The question isn't whether you're branded. It's how are you branded. Good, weak, exciting or bland?** Your company's brand is a mix of your organization's identity, image and emotional experience that connects with your audience's 5 senses. It is the relationship that exists between the buyer and the seller, or the client and the business. It is your company's personality, culture, image and relationship with your target audience. Identity is how your organization defines your brand's meaning. Image focuses on the way something is perceived by your audience. A good brand marries the two concepts. If you were able to hit all 3 steps out of the park and all of the answers are consistent with one another, your brand is working harder than you! If all of the answers are different from one another, your brand is not working hard enough for you. I would love to learn about the feedback you received from the simple 3 steps.



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